

**What Is Claimed:**

- 1 1. A system for controlling use of broadcast content, said apparatus comprising a  
2 receiver in communication with a source of broadcast content and a playback device,  
3 wherein the receiver is configured to control the use of received broadcast content through  
4 the playback device in accordance with control information embedded in the broadcast  
5 content.
- 1 2. The system of claim 1, further comprising a storage device coupled to the receiver.
- 1 3. The system of claim 2, wherein the receiver is further configured to selectively  
2 store broadcast content in the storage device based on the embedded control information.
- 1 4. The system of claim 1, wherein the receiver is further configured to maintain  
2 information relating to the use of the received broadcast content through the playback  
3 device.
- 1 5. The apparatus of claim 4, wherein the receiver is further configured to use the  
2 information relating to the use of the received broadcast content for remuneration of a  
3 provider of the broadcast content.
- 1 6. The apparatus of claim 5, wherein the information relating to the use of the  
2 received broadcast content comprises a duration of use.
- 1 7. A method for controlling the use of broadcast content, said method comprising:  
2 receiving broadcast content;  
3 extracting control information from the received broadcast content;

4           controlling use of the received broadcast content in accordance with the extracted  
5   control information.

1   8.       The method of claim 7, wherein the extracted control information comprises an  
2   authorization to store the received broadcast content.

1   9.       The method of claim 7, wherein the extracted control information indicates a  
2   number of times that the received broadcast content may be consumed.

1   10.      The method of claim 7, wherein the extracted control information indicates a length  
2   of time that the received broadcast content may be consumed.

1   11.      The method of claim 7, wherein the extracted control information indicates a time  
2   period during which the received broadcast content may be consumed.

1   12.      The method of claim 11, wherein the time period comprises a date range.

1   13.      The method of claim 7, wherein the extracted control information comprises billing  
2   information.

1   14.      The method of claim 13, wherein the billing information comprises a cost for  
2   consumption of the broadcast content.

1   15.      The method of claim 7, wherein said controlling use comprises preventing use of  
2   the broadcast content other than as specified by the extracted control information.

1 16. The method of claim 7, further comprising obtaining payment information from a  
2 user of the received broadcast content.

1 17. The method of claim 7, further comprising communicating consumption  
2 information to a billing facility.

1 18. The method of claim 17, wherein the billing facility comprises a facility maintained  
2 by a provider of the received broadcast content.

1 19. A storage medium containing a set of instructions for execution by a computer, the  
2 set of instructions including instructions for:  
3 receiving broadcast content;  
4 extracting control information from the received broadcast content;  
5 controlling use of the received broadcast content in accordance with the extracted  
6 control information.

1 20. The storage medium of claim 19, wherein the storage medium comprises a memory  
2 accessible by the computer.

1 21. The storage medium of claim 19, wherein the storage medium comprises a portable  
2 storage device.